

Citizen Comments

“Imagine Sedona: 2020 & Beyond”

Community Meetings: May 19 & 21, 2011

At the May 19 & 21, 2011 kick-off meetings for Sedona's New Community Plan, attendees provided a lot of great input. On this page are submitted first impressions of Sedona, written comments and suggestions that were turned in on comment cards, and a summary of voiced concerns as taken down by staff during our discussion period. If you weren't able to attend, take a look at what your neighbors are saying. And if you have a different experience to share or don't see your top issues here, please use our online comment form, raise them at a future meeting, or both.

First Impressions of Sedona

In response to the question “What were your impressions of Sedona when you first came here?” citizens wrote the following comments.

“In about 1989, I brought a group of 60 orthodontists to Sedona for a meeting and memorial service at Los Abrigados on the banks of Oak Creek. The babbling creek, the clean air, the dark skies impressed us all. I continued to visit with my wife until we bought property 3 years later.”

“2010. The people are as beautiful as the rocks! It's the community that pulls us here. So much to explore in the midst of such beauty. The rocks open my heart—the people do the same. Thank you.”

“1. First visit – 1997. 2. The power of nature and the result it stimulates. Adjustment of your values. What's important in life.”

“Early 1970's. Majestic. Powerful. Inspiring. Peaceful. Inviting. Beautiful. Unlike anyplace else. Friendly. Easy to get around. Uncomplicated. Awesome!”

“1996 – At conference in Phoenix, drove up for a couple of days just to see Sedona. Got red rock fever. Almost bought a house and a business. Instead bought a timeshare. Came back twice a year. Bought land in 2000. Built home in 2003-4. It was the people in the line at Basha's and the town meetings that convinced us.”

"1955 or 1956. Loved slide rock and the adventure of coming into the Verde Valley over Mingus. 1990 – moved here. Still awed by the beauty and accessible trails."

"Arrived July 2011, moving from Oahu. Beauty astonishing. Seems safe. Great place to live, to work, to shop."

"2000. My first impression of Sedona was amazement at the beauty of the red rocks, and we experienced Sedona in one week by car, hiking, on horseback, hot air balloon, Jeep tour, trolley tour, and loved it all. Loved the people, the church services, the Chapel of the Holy Cross, and the golf courses. And the weather—every day was a good hair day! We moved here full time in 2002."

"1990. Passing through. Stayed five months. Bought land at that time. Built a home and retired here three years ago."

"2000 first time. Impressions: beauty, sense of peace and community. Pace of life—easy but productive. A feeling I could really belong here. A place to feed my spirit as well as my creativity. I immediately dared to feel and believe that I belonged here."

"1978. I was very depressed and living in Phoenix. I drove to be in an arts festival at the Northern Arizona Museum. As I drove through Sedona and up the canyon, my spirits lifted and I knew this was home."

"First impressions 1990. Slide rock fun for kids. Red rocks and soil surprisingly reminiscent of Prince Edward Island Canada's red soil (iron oxide), my birthplace."

"First visit around 1997. Wow! The beauty, laid back, not too crowded but all the necessities; professionals, basic shopping, quaint, great climate, vibrant."

"The year was 1969 and my sister and I came specifically to start a pottery business. The main street was just the perfect combination of art businesses that we knew we wanted to participate in the art world of Sedona."

"First visited Sedona in 1949 or 1950 with my family on an Easter vacation trip. My father decided then to retire there. My impression really began when my parents moved here."

"1995 – came here for a vacation. Unbelievable. The weather was perfect 93 degrees, little breeze. Red rock energy—I felt it and like it. Hike every day—town close enough to eat lunch and good restaurants for dinner. Lot of art galleries. Just a great place to stay fit, in nature and nice city."

"1999 was my first time visiting, with my husband and two kids. Then I came back almost every year, until I moved here in 2006. The weather and the layers and layers of mountains."

"I first came to Sedona in the late 70's as a tourist. I was totally blown away by its beauty and natural wonder. At that time I never dreamed I would live here. Life presented me with the chance to live here, and I jumped on it. I love it here."

"1978. Spent a week visiting a couple who had moved here from Phoenix. She toured us around to the highlights—wow! Really beautiful. Bought a house in the Orchards while both Walter and Ruth, of course, were alive and became my neighbors. Hiked! Enjoyed."

"The beauty of the red rocks. The quiet atmosphere. The small town feeling (no traffic). Great outdoor activities (hiking, etc.)."

"First time in Sedona 1973. Passing through en route to Grand Canyon. Came in 1979 and went up the canyon. Picked up a red rock that we still have. Moved here 1998. Spent five days here and decided to start looking for property."

"My parents moved to Sedona in the early 1960's, so I have seen a lot of growth. I bought property of my own in the 1990's for my 'Sedona someday' house. I moved here in 2005 and feel blessed every day that I am able to be here. PS – My parents owned 8 1/2 acres on the SW corner of 89A and Airport Road."

"1978. Visiting aunt and cousin. Incredible hiking and a sense of peace. Kept coming back and coming back (still not here full-time as yet)."

"I first came here in 1968, but I moved here with my daughter in 2006. We turned off 17 to 179 at dusk; the rocks were silhouetted by a fabulous AZ sunset. By the time we reached Sedona, it was dark, dark and the starry night was immense."

"September 1998. Perfect weather. Beautiful red rocks. Cicada making their music. Green trees. Friendly people."

"In 1965 came through town to stay in canyon. Never dreamed would live amongst such beauty. Moved here permanently 17 years ago."

"First arrived 1985. Second coming 1988. Impressions: Small, lovely environment, photogenic. Great outdoor place. Wonderful attachment to early native history and life. Relaxed. Comfortable."

"August 2009. Fresh air. Monsoon rain. Blue sky. Sun all year round. No house mite, my greatest enemy. Flowering cactuses. The hikes."

"Fall 1963. My mother had purchased a small house in west Sedona while on a road trip from Minneapolis. I was helping her move down before going back to college. West Sedona was rock shops and bars. Over the years I came back many times and learned to love it."

"1996. After a backpacking trip to the Grand Canyon I took three days to visit Sedona, which I had read about in a book. I fell in love with the beauty and began immediately to plot ways to make a move here possible."

"I flew in from Phoenix on a small plane to meet my husband who was here on a business meeting. I immediately felt a sense of 'being home.' When we left, I cried as I looked through the back window of the car at the beautiful landscape becoming smaller and smaller. I couldn't wait to return."

"1986 came for Jazz on the Rocks (at Posse Grounds); bade goodbye to my mother, who had died. 1987 moved here to accept a position as an architect. Been in practice here since."

"1985 and again in 1990. Beautiful place. We were looking for a retirement home or place. It was a compromise, but it changed my life for the better."

"Resident 1966 to present. Came on brief visit in about 1962 or 1963 from Phoenix. All advance publicity about scenic beauty were confirmed. Came again in 1965 from the reservation (Whiteriver) looking for a place to settle our family and practice medicine. All expectations for growth and cultural development were gradually confirmed."

"Spring 2003. One day trip up from Phoenix. Lunch, Jeep tour, taking in the sights. Kept coming back for one to two months at a time until we purchased a home in December 2004. Couldn't stay away from the red rocks."

"I came to Sedona in 2001 with my wife and daughter. We fell in love with beauty and community on the first day and decided to move a year later."

"In 1997 my wife exchanged a timeshare to spend a week in Sedona. On the third day I told her that this was where we were retiring to and we should buy a lot. Her comment was 'But we haven't looked anywhere else,' and I responded 'What else is there to look for?' We bought a lot and returned here in 2002."

"I could repeat all your stories. It is the next thing to heaven. The beauty of nature, God's creation. I hope to live to see Sedona preserved in its natural beauty. No highway street lights."

"April 2003 – Day visit from Phoenix. June 2003 – Visit to Seven Canyons. December 2004 – Moved permanently."

"1966 – Beauty, friendliness. Search for home—very few to accommodate a family of six. Feeling of safety for our children and the great outdoors to explore and enjoy."

"1997. We drove through Sedona, leaving and craning our necks at its beauty. I said 'I guess only very rich people can afford to live here, it is so special.' Upon returning home, we looked up a Sedona realtor online and gave her a price range. Three weeks later we came back to look at homes. We bought, we came, we stayed!"

"1973. Assigned to duty station in Sedona as my rookie position with state agency. Initial reaction was mild culture shock, so many people and diversities."

"September 1969, on our honeymoon. Didn't remember too much about Sedona after. Back again in 1995. Overwhelmed by the beauty. Had been looking for a place to retire. Loved the red rocks, four seasons, quiet, small-town feel, fresh air. Moved here in 2003."

"1984 just passing through on two-lane 89A. 1994 hope to stay, but no room at any hotel. 1997 stayed at Wishwell B&B. Impressed by how city fit into scenery, especially looking from Schnebly Hill Road."

"I first came in 2011, late February, to rest and relax after nine years of service with Hospice. Between the land, very kind and what I experienced as happy people, and the fun festival and garden for humanity week, I

felt like I found home! I love Sedona in all ways and look forward to being a productive citizen of this town."

"1994 vacation trip. First morning fell in love with red rocks scenic beauty, love of community for Sedona, outgoing enlightened people. Second visit 1994 to find real estate. Moved here in 1996."

"2010. We moved from Hawaii, back to mainland. Looking for a new place to live. After visiting in Monterey CA, a friend said how beautiful Sedona was. We had never been here, but had been at the Grand Canyon a few times. When we drove through the canyon and arrived, we were blown away by the beauty. Then we attended mass at St. John Vianney and loved the gardens and parishioners."

"2000. Struck by red rock fever during a visit. I was hiking on the forest service land early one morning and was captivated by the sunrise on the red rocks and a herd of javelina that were leading me down the path."

"My first visit to Sedona was in 2006, and I came here to teach a workshop in Scottsdale. Driving from Scottsdale to Sedona was exhilarating for me and our first stop was Bell Rock. The entire time I was there the exhilaration just continued to build. I do not have the time or space to relate the magic of that experience, but I assure you I will never be the same."

"1966. I was 16, going to high school in Phoenix. My family had just moved to Phoenix from the Midwest. First impression of Sedona: 'This is what the rest of the world should look like.'"

"Moved to Sedona in 1986. Scenic beauty. Hiking trails and wilderness. Small town. Sinaguan sites. Perfect climate."

"Arrived in Sedona in 1985 and started working for an architect. Was amazed by the beauty and was excited by the challenge of creating a built environment that complements and respects the natural environment that surrounds us. Have always loved the 'community' of Sedona."

"Started to visit Sedona in 1973. Moved to Sedona in 1986. Sedona is more than the red rocks, more than the trails we hike. It is community. Sedona today is better than the early 80's—schools, art, library, events and gathering places, stores, sidewalks. Still my love is as great as day one."

"In 1969, fresh out of grad school, I was hired as the music department at Verde Valley School. As classical musicians, my wife and I needed to

move on to build our careers. But we had been smitten! Our hearts never left, but it took 40 years—and now we've moved back. Now our work really begins!"

"1972. I camped out at Slide Rock coming from Flagstaff in the dark. I awoke to a misty, low-cloud morning and drove into Sedona sure that I had come to Oz."

"1979. Came down the canyon, eye on the odometer. Wow! I'm close. It's not going to be sand and cactus! Arrival—uptown low key. Stop in the tavern. Then swim in the creek!"

"1959 – Through the canyon from Flagstaff. Frightened by the road, but the reaction of both my mother and me when we arrived in Sedona—we knew it was where we were meant to be."

May 19 impressions above

May 21 impressions below

"1976 – Was working at Arcosanti. Visited here many times. Moved here in 1993 primarily because of the many hiking trails and surrounding nature. Unfortunately, all the airplane and helicopter traffic has absolutely ruined it. It is a shame."

"First came 1978. Majestic dark skies at night; red rocks; blue skies; clean air; open spaces; hiking; pink Jeeps. A true paradise! A small town with little traffic."

"First visit 1985. Moved here Thanksgiving 1988 from Midwest (shore of Lake Michigan)."

"1981 – Camping at Red Rock Crossing during Easter vacation. Snow flurries and creek raging. 1982 – Moved here with wife and two small children."

"In 2001, my husband and I visited Sedona as a possible retirement location. Our first view was of the red rocks at sunset (unfair!). I wept at the beauty. My husband said, 'Let's move here.' His brother and sister-in-law were here, so we had an instant community which we built and expanded. We love it!"

"I came to Sedona in 1948, when I was a child. My mother had a friend who was the first chef at the Verde Valley School. I went to the Sedona

school. Our first house was built on what is now the site for Exposures Gallery. I also wed at the Doodlebug Ranch (Poco Diablo) when the golf course was a pasture."

"We drove down in 1981. My mother-in-law and I were on a trip to Monument Valley. Stopped off to visit a friend in Prescott. She sent us out through Cottonwood, through Sedona. We were hooked."

In 2006 on vacation, on a whim we drove through Sedona from Flagstaff. It was near sunset and the views took my breath away. Everyone was very friendly, so I decided I just had to retire here. I bought a house and rented it until I retired. I moved here as fast as I could then."

"2007 was my first visit, and decided to return again. Have been here since 2011. Hope to stay forever. Love the serenity and peace felt all over the place."

"We moved to Scottsdale in 1993 and discovered Sedona soon after. We loved the beauty and serenity and bought a place in 2001 with views that we value each day we are here."

"April 1991 – Family vacation at Arroyo Roble – love! December 2009 – retired here."

"1998 – The special Red & Green, a lightning storm. It was a special place. With special people. 2000 bought a lot. Moved in 2004."

"1981 – Awesome! 'Arizona's national treasure.' Bell Rock view captured my creative imagination. Never saw anything like it! Had to live here someday. Moved here in 2005!"

"First through Sedona sometime before 1950. In-laws moved here from Flagstaff as a retreat in 1970. Visited them repeatedly since then. In retirement, moved next door to them. Inherited their home. Value the water, the rural nature left, etc., etc."

"1984 – Saw a travel log on CNN about an artist who was traveling across the country. Got to Sedona and just stayed. Saw the scenic red rocks (on TV). Moved here in March 1989."

"May 2009. The energy and beauty."

"October 2008. Open and receptive to new ideas."

"1995. Spectacular beauty. Sunshine. Wide open spaces. Deep feeling of sacredness. Clean, fresh air. Fantastic vistas. Loved rocks and nature. Starry sky."

"1986 – Camped in Flagstaff. We drove down the canyon and were impressed with the beauty of the land. We said 'There isn't any here, here' and drove to Prescott!"

"I came to Sedona with my husband (from Phoenix)."

"I first came to Sedona in May 1959 and was bowled over by the beauty. I was so impressed I never stopped wanting to live here. Never stopped loving it."

"March 2000. We arrived in the dark and checked in at Sedona Golf Resort. We woke up to go play golf in the morning, and as we drove out of the golf resort it was an 'Oh my God' moment. Where did this place come from? We spent the whole week experiencing Sedona—hiking, horseback riding, hot air ballooning. Moved here two years later."

"In 1988, my daughter and I drove down the canyon at night on our way to Tulsa. We stayed at the Arroyo Roble, room facing the creek. Upon awakening next morning it was as if we had been transported to another world. All we could say was 'Oh wow!!'"

"Came to Sedona on writing assignment in 1972. Had traveled around the world. Had never seen anything like it. Overwhelming beauty. No lights! No sidewalks! Beauty everywhere you looked. Unspoiled vistas. So, I met and married the 'interview.' Here I am, 38 plus years later. Have seen a lot of changes. Been involved a lot."

"First trip to Sedona, totally overwhelmed by first view of red rocks. Really couldn't believe the views and beauty of rocks. On a later trip, chose Sedona, Schnebly Hill site as location for wedding. Three years later, bought land in Sedona. Still waiting to become a true resident."

"Spring 1984: Stayed with someone in Jerome. Fell in love with that town and moved there. But much of the draw was the red rocks. In 2005 I moved from Jerome to west Sedona, and I love it! Love the views, hiking. Still some quiet beautiful spots for those who seek them out."

"1971. Come to go to school at ASU. Made a weekend fun trip to Sedona. Decided then on that first trip to move or retire here. Finished school,

worked 30 years in electronics, then retired here 11 years ago. The beauty of the environment is everything to me."

"After an accident on a Colorado River trip, where we received such fine attention at the Flagstaff hospital, we were determined to come back and thank the doctor and nurses. We never made it to Flagstaff, as we stayed with a friend in Sedona, where we decided we must buy something here. We bought a home in 1989 and have loved every minute since."

"We first came to Sedona in 1978 on a trip with our children. We were very impressed with the regional beauty. In the early 1980's I discovered that my lab partner had in-laws in the Village. We used to fantasize about how nice it would be to work in a small biotech company located in Sedona. The best of both worlds!"

"1995. Incredible unique scenery and history with the red rocks and canyons. Sedona should have been a national park. We are so fortunate to live here."

"First came in 1995. Moved here in 2010. Drawn by the beauty, climate, like-minded people. Looked at Sedona and wondered, 'What the heck happened here to create this wonderful and unique spot?!'"

"Came here in 1990 without knowing anything about Sedona. Was here one day. My life changed immediately. Nothing was the same. The beauty and energy. I visited here every weekend I could till I moved here in 1995."

"Why we moved here in 1984: (1) The scenery. (2) My wife said we were moving here. (3) Convenient to kids on the coast."

"The beautiful sights, the peacefulness, the friendliness. The small-town feel that I grew up in."

"The first time I arrived it was 1989 and I was looking to enjoy tennis at Enchantment. What I found was Shangri-La, a place that put peace in my soul. And I knew where I would retire to. That dream came true in 2006."

"2000. The beauty of red rock country and all-season climate."

"The first time I saw Sedona was in 1970 when I met my parents here for a vacation. It was a small, remote, and beautiful town. We hiked Broken

Arrow and swam at Slide Rock. I was surprised that such a beautiful place existed."

"My husband and I came to the Verde Valley in the early 1970's to dry out from the northwest. Spent time in Cottonwood, Oak Creek Canyon (where our son was born in 1980), Clarkdale, and Flagstaff before moving to Sedona in 2008. Our years 'circling' Sedona were filled with many visits to this astoundingly vibrant setting. The beyond belief colors and contrasts captured us and continue to inspire thanks to its caring citizens."

"1988 – Spectacular vistas, friendly people, magical atmosphere, crystals, whimsy, spiritualism. Art, wine, hiking trails—the best. Lived in Carefree and loved it, but always wanted to move to Sedona."

"2001. Beauty. Small town friendliness."

"First visited Sedona in 1950's for family times on Oak Creek. Family is originally from Prescott and my grandfather was an artist who liked to paint in Sedona and the Oak Creek/Jerome area."

"October 3, 2009. I was looking for a beautiful, small town with Sedona's climate."

"1954 – first trip through Sedona to reservations. 1960's – camping, then Sedona airport. 1970's – Flying and stopping on flying trips east. 1979 – purchased property in the non-VOC. 1981 – Moved to Sedona."

"Beautiful rock and surroundings. Visited a couple of times in the 1980's. Moved here 20 years ago to get out of smogville."

"August 16, 2010. Stayed at L'Auberge. The beauty was overwhelming. Two days later we bought a house. We started to cry for no reason. It was a feeling I can't describe."

"First time here was in 2008. Impression: Wow! Why did I never know about this place? What I love: red rock formations, so many shades of green, clear blue skies, amazing hiking trails, great grocery stores!"

"I came here in 1987. I have always called it home."

"January 1998. I drove in from Jerome, seeing the red rocks in the distance. As I neared and entered Sedona, my camera stayed in its case. The beauty of Sedona was too big for my lens. All I could do was come back and finally stay in the year 2000."

"1990's – Oak Creek, riparian corridor, through the heart of town, surrounded by red rocks and forest service lands."

"Here in 1960 and some of the old photos look familiar. Still in love with the red rocks. Moved here in 1998 and couldn't believe how Sky Harbor changed and how Sedona grew. Loved the red rocks and decided to move here. Met many wonderful folks."

"1984 vacation. 2002 moved here. Dry air and beauty."

"May 1978. Of course the surprising beauty. But we were both sculptors from the East, where sculpture isn't. Although the subject matter was different, there was REAL sculpture, REAL art here. We had to be here. Went home and finished commissions and moved here in 1979."

Comments and Suggestions

In addition to oral comments during the "open mic" portion of the meeting, some citizens filled out comment cards. Here's what they said.

"89A desperately needs safe parking. So many entrances."

- "Make sure to address entire community as a whole, not just west Sedona, or it will perpetrate, fracture, and alienate a large part of the community (i.e., both uptown residents and businesses and employees).
- Use all of the previous plans as idea generators, frames of historical perspective, and jumping off places.
- No more paving of Sedona. No on building up higher, so keep views and vistas and feel of open skies by keeping buildings low. Just encourage multi-purposing of buildings, green rooftops.
- Encourage neighborhood community centers and intergenerational support networks."
- "Love the idea of turning stores around to create a grouping with centralized walking space.
- Desperately need the creek walk. Current pedestrian bridge does not take advantage of creek-side beauty.
- Support public transportation, neighborhood 'farmers markets,' small, clean new industry.

- Uptown would be better served with fewer 'trinket' shops. More versatility there needed.
- Great point on need for multi-cultural participation!"
- "Funicular to airport.
- Pergolas to cover sidewalks.
- Covered parking with solar collectors, where you can only park electric cars for recharging.
- Campus style living and shopping—great idea."
- "Start being energy self-sufficient = windmill energy area.
- Solar energy too.
- Uptown creek walk—great idea.
- We want to make this place easy to retire to. Old people access to all. Somehow put this in the planning."

"Just some thoughts:

- Where are we in this process?
- How do we use what is good or clean from our past community plan, 89A corridor study, Heart of Sedona plan, Oak Creek area plan, etc.?
- Are there certain sections in the existing community plan that are mandatory?
- Key component is collecting public input from all stakeholders.
- Will there be an education process (visually) on the benefits of form-based concepts, specifically economic development?"
- "Oak Creek connection.
- Growth.
- Cars—eliminate.
- Hiking community.
- Balance economy.
- Stand on others. Define what we want."
- "Sustainability—green development, solar, wind.
- We also need stores here that are for (serve) the community, not tourists. We have food stores—good. We have acquired a Staples—good. Now compete our day-to-day needs with a real bookstore (Barnes & Noble), a diversified department store (Macy's).
- No medians on 89A. It doesn't allow easy access to business.
- The sidewalks and bike lanes are excellent.
- Keep buildings one story.
- The recreation of public spaces."

"Big vision:

- Nodes linking to businesses, residence in west Sedona—redesign 89A!
 - Yes creek walk.
 - Forest service interface increased. Consider obtaining more USFS land (non-viewshed) acquisition.
 - Yes to Chautauqua, performing arts, broader economic and cultural diversity, conference center.
 - Yes to gardens, farmers markets, sustainability.
 - Incorporate VOC, Red Rock Loop, Dry Creek."
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- "I'd like to see Sedona become a leader in energy efficient building and design.
 - Community centers, connected by pleasant pedestrian corridors.
 - Preserve the wide vistas, low rise buildings, no higher than two stories.
 - Capitalize on the small-town audience.
 - Limit asphalt! Parking lots can be surfaced with granite and have trees for shading.
 - Can we develop other ways to travel between uptown and west Sedona so that we reduce the traffic on 89A?"
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- Yes on economic diversity. Let's not have to drive to Cottonwood for services. Not just 89A runway, but depth—accessory streets like Contractor's Road, Shelby.
 - Yes on mixed use and walkability."

May 19 comments above

May 21 comments below

"May 20th 2011

To the Sedona Community,

I am unable to attend the 5.21.2011 meeting to consider the future of our community but would like to add my voice and concerns.

It saddens me that such a progressive town that attracts people from around the world to share in its natural beauty is continuing to use pesticides and herbicides as a regular practice.

We are all very aware of the importance of our waters in this desert state ... yet to spray these harmful chemicals along our highways and in our neighborhoods is a sad statement of our disregard for our environment and the health of its residents and wildlife.

These chemicals can remain in our soil and water systems for years and the run off into our Treasured Oak Creek and ultimately into one of

our last natural rivers; the Verde River is robbing from us all our Natural Heritage of clean, safe water.

Spraying a 12" perimeter of herbicides around weed infested lots and yards, is a ridiculous solution ... as is weed whacking and spreading the seed of these invasive species. Hand pulling and hoeing may sound labor intensive but could provide badly needed income to the jobless in our community as well as eliminating the toxic assault that affects many chemically sensitive residents and visitors that fall victim to these irresponsible and unnecessary and in some cases life threatening practices.

There are other solutions to water purification beside chlorine which is a poisonous carcinogens that destroys our immune system and the healthy flora of our water systems.

I implore the leaders of our community to explore and lead the way to safer more conscious practices that consider not only the health of our community but the effects our actions have on our neighboring communities and entire ecosystem of this amazingly beautiful and delicate desert environment while we still have a chance to make a difference.

We can make a difference and become leaders in finding new solutions to age-old problems. Other communities have been successful in these efforts.

I hope to sit with you all in future meetings to discuss healthier options."

"Last part very good but too long. Needed time for more community input. First part ?? but necessary? More questions and answers discussed."

- "More creek walks and vistas of creek.
- Underground power poles.
- Improve Schnebly Hill Road for alternate entrance to Sedona. 179 may become too crowded.
- Lights on 89A to be like 179."
- "Livability without cars.
- Economic viability that produces reliable, predictable revenue.
- Engage tourism without cars and enhance our underutilized assets (Oak Creek)."
- "I would like to see Sedona become a model 'green community' where pedestrian/bicycle traffic takes precedence over auto use. A city that encourages individual solar collectors, rain harvesting and conservation in all aspects. Sedona should not be just a

beautiful place, it should be thoughtful. If we do this right, we can inspire visitors to something better when they leave here.

- Overall, we need to protect the green zones that we have today via the NSA, honoring our commitment to dark skies, protecting Oak Creek for perpetuity, and retain our small-town integrity.
- I'd like to see the Cultural Park revisited and revitalized, 89A transformed into a green alley lined with trees and a green median that makes citizens and visitors want to walk. (Walkers are friendly people who will pass pleasantries, say hello, and help build a sense of community.)"
- "We are segregated into tourist areas and resident areas.
- Need resident retail in tourist areas, such as small Basha's in Hillside and uptown.
- Need tourist squares in west Sedona."

"Idea for encouraging attendance (and participation) at these meetings:

- Use your city mailers (e.g., sewer billings) for questionnaires, 'essays,' etc. Keep it simple.
- Have high school students send in their ideas. Invite them to read them at a meeting and dialog with the 'oldsters.' A Q&A.
- Make much more effort to get elderly and Hispanics here to these meetings.
- Consider holding 'neighborhood' forums at different sites around the city.
- What about using the city TV channel? It is underused and could be a much better communication source.
- How about informal 'tours' of things that do work in our city?
- P.S. Consider the social network for the young adults."
- "Art
 - We need an art museum! Every 'art town' in the US has at least one art museum. Taos, a much smaller town, has six art museums.
 - Jordan Road has the potential to become a wonderful walking route, with galleries, cafes, and a museum (the old library?), ending at the historical museum.
- Space, gardens, view. An old idea of mine from our meeting in 1993—utilize roofs. Instead of additional building height, use rooftops:
 - Uptown building rooftops could become gardens, cafes, kiosks, galleries—with views.
 - Rooftops could be used much better for solar.

- Jordan Road has the great potential of becoming Sedona's 'Canyon Road,' with centerpiece of our art museum at the old library. We are quickly losing our artist heritage, with no documentation, no remembrance. Nassan Gobran, Joe Beeler, Stephen Juhuaros—all gone. We need so badly to start documenting our art heritage."

"Priorities:

1. Centralized human spaces
 2. Community gardens—agricultural renaissance
 3. Centralize non-automobile areas
 4. Bicycle greenways
 5. Attract an alternate economy
 6. Community-wide educational opportunities
 7. Community-wide energy production
 8. Accommodate aging population"
- "I volunteer at the visitor center, so am aware of tourists' needs. I really like the ideas about making walkways between Tlaquepaque and Hillside. A walkway along the creek would be great for the locals, too.
 - Free concerts in the park are good opportunities for locals to gather."
 - "Most important thing for the most people is to have a center of town meeting place—someplace to gather with friends. Secondly, we need shuttle buses for those who no longer drive."
 - "I especially liked the electric car sharing idea over shuttles. Walking on cement is hard on one's joints. I would like to see half dirt, half cement trails (or walkable landscape) or some type of alternative to cement. I personally ride my bike. I am only 57. Volunteers could maintain a section of the trails they use to the store. Again have the option when walking to walk on dirt or cement. We already have many areas sprinkled around west Sedona where people could gather, but have not. Like the little park benches, by Bank of America, by the Thunder Mountain trail (down the street). One on Dry Creek Road. Let's have an event to celebrate those wonderful benches and plants!"
 - "Awesome presentation!
 - Comment about process: Whatever goals are decided on, we need to be mindful that change (good or bad) has fear components, which opens the door for misinformation. So whatever

our goal/priorities, we need to research the honest pros and cons and educate the residents."

- "Forest Service now revising their plan. It appears that 'Amendment 12' looks like it is going away. Bad news!
- Density transfer should be the only way for higher buildings in special locations."
- "More public, pedestrian places, less focus on auto (bucket of oil).
 - Heart of Sedona possibilities still exist.
 - Underpass Hillside – Tlaquepaque.
 - Partial creekwalk, verandas on creek.
- Local agriculture promotion—and facilitation. Chapel area: no commercial. All auto dependent.
- Guidance on Cultural Park:
 - Chautauqua
 - Medical/Health/Senior Living Center
 - Educational core for spiritual development
 - 'OLLI on steroids'"
- "Pedestrian connectivity encourages walking.
- Multi-age gathering plazas.
- Cool pavement to reduce heat islands.
- Human scale planning = yes, vs. car scale = no.
- Create shade.
- Efficient water usage.
- Public transport.
- Zip bikes.
- Every neighborhood has a walk-to community garden.
- Cultural Park! Save the vision. How can we help make it work?
- Co-housing (sunset park?).
- Thrive and nurture—yes!"
- "Love your ideas. I think the next step is how to implement into action—results. Common sense thinking is valuable in this process. To get the results we wish for, let's clear a path so that the easiest path to develop gives us the results we want. Example: reflect blue sky plan on land use."
- "The big problem in Sedona is traffic!
- Making 89A more pedestrian friendly is critical for calming speed and increasing safety for vehicles and pedestrians.
- West Sedona should be the main focus for the next 10 years. Concept idea shown is one option.

- Underlying issue with Sedona is disconnect between visitors' numbers and congestion."
- "Consider senior housing like Sedona Winds:
 - Independent living
 - Assisted living
 - Alzheimer's unit
 - Adult day care
- Need to see the creek.
- Bring back Heart of Sedona concept.
- We need something for seniors to meet with families and children.
- Need solar.
- Diversify economy.
- Bring gardens to town."
- "Please get ADOT to pave 89A with the same rubberized paving they did on 179 before they turn it back to the city. It made a fantastic difference on 179 in quieting the traffic noise."

Voiced Concerns

After the formal presentations, attendees were invited to comment on anything they felt was important to be considered by the Committee. Here is a summary of the items raised by Sedona citizens, as recorded by staff.

- Include school children in the planning efforts.
- The business community needs to get involved.
- Include the Hispanic and Native American populations and other under-represented groups.
- West Sedona is "our community" for those who live there.
- Are we "western" or "contemporary and diverse"?
- We need to protect our resources (e.g. the cottonwoods).
- Sustainability and quality of life should be the foundation for the Plan.
- Sedona could be a center for sustainability; a green hi-tech place.
- The Sedona-Oak Creek School District is using its facilities to teach about solar energy, gardening.
- Small neighborhood markets are needed + local food production.

- Don't use asphalt; use decomposed granite on driveways and parking lots to allow rainwater to be re-absorbed into the soil.
- There are potential under-utilized resources such as the creek area and the Cultural Park.
- Convert west Sedona parking lots into parks.
- Re-creation of public spaces and re-purposing of existing development.
- We should build a "sense of community", not build buildings
- We need to pull together on 89A.
- Future design should address an aging population.
- We need a new Verde Valley County.
- Sedona is the "orphan"; it is missing county resources and involvement.
- Promote a real inter-relationship with the Village of Oak Creek.
- Visualize a different economic base—diversify.
- Need to understand how private investment comes in. Public \$\$ are minimal.
- What are our planning values and boundaries?
- Consider the use of professionals on a short-term basis.
- We should bring past planning efforts forward (e.g. the Heart of Sedona)

May 19 concerns above

May 21 concerns below

- Reach youth in this planning effort.
- Take 10 top goals and send them first to the voters for reaction.
- Don't let tourism over run the community.
- Promote home-businesses and e-commerce.
- Sedona could be an international destination for environmental discussions and this would in turn diversify our economy.
- Create an "inventors area" for creative, resident thinkers.
- Make west Sedona 89A a better environment for businesses.
- Consider density, not auto-dependence.
- Sustainability is an organizing principle for the Plan.
- We should be able to walk to a community center and/or plaza.

- Develop a public square with parking in rear on the vacant lot in front of City Hall.
 - The wastewater treatment plant could be a hydrogen facility and provide reclaimed materials.
 - Promote "cool pavements" and change and/or incentivize parking lots to be cool.
 - How do we accommodate 3 million visitors?
 - Offer special transit passes for residents.
 - Offer shuttles for the elderly, plazas, wheelchair accessibility for aging population going forward.
 - Need public transportation.
 - Re-use the wastewater effluent for greenhouse growing.
-
- Traffic back-up is a problem in Uptown through OC Canyon and also to the Village of Oak Creek.
 - Put signs and a stoplight at Posse Grounds Road to help people find the recreational facilities there.
-
- In Uptown, use roofs for gardens, walkways and kiosks.
 - Jordan Road could be Santa Fe's Canyon Road or Taos if there were a concentration of art galleries and facilities, and a museum.
 - Make Jordan Road 1-way and create deeper neighborhoods; 89A chokes the area now.
-
- Re-assert Sedona as a place to preserve and a community of people.
 - Sedona is a holy and sacred place. Market Sedona as America's "Holy Land".
 - What do our people want as a community of neighbors?
 - Need a place to meet.
 - What are our social needs?
 - Add spirituality and enlightenment to the Matrix/Point of View tool.